



THRIVE

A LIFE-AFFIRMING LOOK AT FINDING HOPE IN THE FACE OF ADVERSITY

THRIVE 2016/2017 NATIONAL TOUR MARKETING PACK

MADE POSSIBLE WITH FUNDING FROM



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

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ABOUT ZEST

Zest is a national touring theatre company creating eye-opening new work for, by and with young people.

Zest Theatre was established in 2007. We tour to theatres, outdoor spaces and schools with a variety of interactive, immersive, site specific or promenade productions. Our work places the audience right at the centre of the action and creative process. Each year we engage around 17,000 people across the country as audience members or participants with productions that have been described as ‘inclusive’ (The Northern Echo) and ‘invigorating’ (The British Theatre Guide). Our last production, Gatecrash, saw audience members don their silent disco headphones and attend a disastrous surprise birthday party for our main character. Cue dance offs, selfies and mocktails, all taking place in a huge set resembling the downstairs of a house!

Each production is inspired by the needs, lives and imaginations of those aged under 25. This inclusive approach makes our work unique, relevant and engaging. We have eclectic tastes and love creating bold new ideas – this means that there is no such thing as a ‘Zest Style’. However innovation, humour, empowerment and accessibility will always be threaded through every show we produce.

Our work has now toured to over 30 venues and festivals across the country, including: ArtsDepot, Cast, Derby Theatre, Farnham Maltings, Frequency Festival, Juice Festival, Lincoln Drill Hall, Lost Village Festival, Lyric Hammersmith, Newcastle Theatre Royal, Pegasus Theatre, TakeOff Festival, The Egg, Barnsley Civic and The Garage.



USING THIS PACK

Zest can offer as much practical support as needed to help make Thrive a great addition to your seasons’ programming. We are happy and able to give over our Producers time to assist you in helping spread the word and build audiences.



ABOUT THRIVE

Thrive is a life-affirming look at finding compassion, perseverance and hope in the face of adversity. Borrowing elements from immersive, promenade and in the round theatre, Thrive takes place inside a visually stunning set that surrounds the audience. The intimate setting and reduced audience capacity (70 max.) draws audiences in, as they become a community dealing with a shared loss. As neighbours, family or friends, the audience stands shoulder to shoulder with our three teenage characters as they deal with the sudden death of their friend James.

Through our work in youth theatres, schools and the like, We regularly come across young people whose difficult life experience has left them feeling like they're damaged, rejected and worthless. As a company, this really troubled us. We felt a responsibility to create a piece to empower, support and develop young people. It was this that led us to originally embark on the R&D of Thrive in 2015.

We did not go into the rehearsal process with a fixed idea or storyline. Firstly, we listened. We met with several young people, and heard their stories of inspiration, growth and adversity. We then collaborated with top Psychologists to explore a common idea that we noticed within all these stories; the positive psychological change that can sometimes be experienced as a result of the struggle with highly challenging life circumstances. This is also known as Post Traumatic Growth.

Once in rehearsals, the characters and storyline emerged organically as a response to the stories we heard and what we had discovered about Post Traumatic Growth. Our three characters all have very different responses to the trauma they suffer, and all are equally valid. It was important to us to explore grieving without making a judgment on it; essentially, everybody is different and there is no right or wrong way to deal with trauma.

With a comprehensive wraparound pack including post show Q+As, schools workshops and an additional resource pack to spark further discussion, Thrive is a great choice for KS4/KS5 groups, as well as students in health, social care and medical training.

BASIC MARKETING INFORMATION

COMPANY / CREDIT	<p>Zest Theatre</p> <p>Supported by public funding from Arts Council England. Originally commissioned by Lincolnshire One Venues</p>
SHOW TITLE	Thrive
TAG LINE	A life affirming look at how to find hope in the face of adversity
LONG COPY (150 words)	<p>Thrive is about three young people that didn't go looking for suffering, but suffering found them anyway. When Ollie, Ashleigh and Raph are thrown together by the sudden death of someone they knew, they find themselves wrestling with the turbulent emotions that painful events throw up. Join them on their journey and stand side by side with them as they recover, survive and maybe even Thrive.</p> <p>This exciting production for young people is a life-affirming look at finding compassion, perseverance and hope in the face of adversity. Borrowing elements from immersive, promenade and in the round theatre, the show is staged inside a visually stunning set that completely surrounds the audience. Using humour, movement and spoken word, Zest Theatre beautifully portrays the most challenging of emotions with courage and optimism. Thrive shows us what happens when three people, pushed to the edge of what they can bear, dig deep and learn to live on.</p> <p>Developed in collaboration with Psychologists and inspired by true stories of young people, Thrive is a life-affirming look at finding hope in the face of adversity. The show explores the notion of Post-Traumatic Growth - the positive psychological change experienced as a result of the struggle with highly challenging life circumstances.</p>

MEDIUM COPY (100 WORDS)	<p>Research suggests that roughly half of the British population will experience at least one traumatic event in their lifetime. How do you think you would you cope if it happened to you?</p> <p>Ashleigh, Ollie and Raph didn't go looking for suffering, but suffering found them anyway. When the foundations of their friendship are shook to the core by the sudden death of a friend, they must dig deep to make sense of the tragedy in order to help recover, survive and maybe even Thrive.</p> <p>Inspired by true stories of young people, Thrive beautifully explores the inner strength we can often find when faced with trauma.</p>
SHORT COPY (50 WORDS)	A visually stunning new production from Zest Theatre, Thrive follows the journey of three young people whose lives are turned upside down by the sudden death of a friend. Join them as they work through their pain, remember the good (and bad) times, and ultimately try to grow from their experience.
PHOTOGRAPHY / CREDIT	Phil Crow
AGE SUITABILITY	14+ (PLEASE SEE ATTACHED RATINGS TABLE)
RUNNING TIME	1 HOUR NO INTERVAL
ONLINE LINKS	<p>WWW.ZESTTHEATRE.COM</p> <p>WWW.TWITTER.COM/ZESTTHEATRE</p> <p>WWW.INSTAGRAM.COM/ZESTTHEATRE</p> <p>WWW.FACEBOOK.COM/ZESTTHEATRE</p> <p>WWW.YOUTUBE.COM/ZESTTHEATRE</p>



SELLING THE SHOW

RESOURCES

Attached to this pack, are the following resources for Thrive:

- 1 full length and one shorter trailer for Thrive
- An extensive education pack, covering themes and content from the show, practical exercises about making the show and prompts for wider discussions
- A set of social media countdown images
- Production shots for Thrive
- An Email photo collage for Thrive
- An email template to let people know about Thrive
- A selection of Instagram ready review quotes
- A blank marketing plan
- A 'How We Made It' video available here available [here](#)
- An 'Audience Reactions' video available [here](#)
- A teaser Trailer available [here](#)
- A full length trailer available [here](#)

ZEST ARE ALSO ABLE TO PROVIDE:

- Post Show Q+A session
- A workshop for a local school

(Please note this dependant on the tour schedule – please chat to us if you would like either of these)

Zest asked young people across the country the main reason why they don't access theatre. 43% of those asked said it was 'boring or irrelevant to them'. We want to change this. When programming for young people, putting the show on your website and brochure simply isn't enough. A strong social media campaign and meeting young people face to face are essential.

SELLING THE SHOW

UNIQUE SELLING POINT

A bold piece of new writing created especially for young people, exploring how we can find hope in the face of adversity.

SUMMARY OF STYLE/CONTENT

- A journey of self discovery, using physical theatre and spoken word.

POINTS OF INTEREST

- Coming to VENUE for 1 night only prior to it's show at arts depot, London.
- An exciting new production, developed with Psychologists, artists and young people.
- A brave new play for young people with a host of wraparound and schools activities.
- Featuring an eclectic new soundtrack by Joel Atkins.
- Featuring a visually stunning set by Barney George, which challenges the traditional boundaries between audience and actor.

TARGET AUDIENCE

When selling the show to Programmers, Zest usually describe this as:

- GCSE/BTEC/DEGREE drama/performing arts students or young people aged 14+ with an interest in theatre/new work.
- Young people aged 14+ who are part of an at risk or vulnerable group, to help instigate further conversations about emotional health.
- Teachers/Educators looking for a fresh approach to the subject matter with their students.
- GCSE/ALEVEL/DEGREE Psychology/Social Work/Medical students and their tutors.





SELLING THE SHOW

KNOW YOUR PRODUCT

This is particularly important for box office staff. If Thrive is an unusual choice for your venue, staff may not feel confident in describing and selling it. Zest suggests getting all staff together before booking starts to look at the trailer, talk about the show and how this can best be conveyed to potential audience members.

There is also a full version video of the show available here

<https://www.youtube.com/watch?v=00zVjvBFLho>

Some parents and teachers can show concern about the content when booking a show like Thrive; Zest have produced a ratings table attached to this pack which we strongly recommend venues to use. It breaks down the play and identifies any areas of potential problems, allowing people to make up their own mind about whether the show is suitable, and avoiding any unwanted complaints later on!

Armed with this information, you can ensure you are advertising strategically, and therefore maximizing potential sales.

PRESS AND PR

PR for Thrive will be being managed by Mobius. They will liaise with local and national press to ensure the best possible coverage for Thrive. Zest will send any PR published by them to all venues for websites and social media.

Broadway Baby

<http://www.broadwaybaby.com/shows/thrive/717554>

Everything Theatre

<http://everything-theatre.co.uk/2016/10/thrive-artsdepot-review.html>

A Younger Theatre

<http://www.ayoungentheatre.com/review-thrive-artsdepot/>

Disclaimer Mag

<http://www.disclaimermag.com/other-stuff/review-an-unassuming-look-at-grief-and-adolescent-mental-health-in-britain-4881?>

DON'T FORGET

Zest are here to offer practical support to all of our tour venues, particularly those with small teams. We can take on a variety of tasks from your marketing plan on your behalf, chat through ideas or issues, and help build connections with local schools/groups.





A FEW OF ZESTS SUGGESTIONS FOR MARKETING

GET PEOPLE TALKING

- Contact all local schools, youth organisations and charities in the area to let them know about the show, workshop and the free education pack. Send them posters that they can put up in their buildings.
- Talk about Thrive at events/meetings to get in on people's radar.
- Hand out flyers at the end of other similar shows.
- Get in touch with a local radio station; they may make an announcement and encourage people to go.
- Invite a third sector organisation to set up an information drop in FOH during the show.
- 10th October is National Mental Health Day, angle your marketing so that it feels super relevant and receives more coverage.

GET YOUNG PEOPLE INVOLVED

Who better than to tell you the best means of reaching your target audience than the target audience themselves?

- Hold a planning session with local young people and see what ideas they come up with, or if you have more resources, why not let them take over the social media and plan their own campaign?
- If you have a youth programme, link in some of Thrives themes and organize some five minute 'curtain raisers' which the young people can perform and tell their friends about.

RUN A THRIVE AMBASSADOR SCHEME

Where you pick some young people in your youth group as 'recruiters;' if they bring a certain amount of people to the show, they receive their ticket for free.

COMPETITIONS, OFFERS AND INCENTIVES

Giving away free tickets may seem like a waste of money, but a big barrier for young people is finance. It's better to fill the building with young people who may return as paying customers than to play to empty houses!

ADULTS CRÈCHE

Unless they are right in the city centre, getting transport can be difficult. Encourage adults to bring young people and enjoy a complimentary/discounted drink in the foyer whilst the show is happening?

- Schools competition. Set up an online poll with all the local schools and get people to vote. The school with the most votes gets a certain amount of free tickets to the show.
- Do a last minute BOGOF or an early bird booking special.
- Give away free copies of the Thrive soundtrack.

THINK ABOUT YOUR VENUE

The more welcome young people feel in your venue, the more likely they are to return.

- What does your FOH look like? Would a young person want to hang out there? Could you invest in some cushions or artwork to brighten it up?
- What music, if any, is playing FOH? Something as simple as making a current playlist and plugging an ipod in can really change the feel of a space.
- Do your staff feel comfortable interacting with young people? What is your uniform like? If it's quite formal you may want to consider a 'dress down' day during Thrive to give a more relaxed feel.



SOCIAL MEDIA AND ONLINE PROMOTION

Zests marketing campaign will be kicking off on 1st September to coincide with the new academic year. We will also send through other sharable bits and pieces such as:

In addition to these stock resources, we are hoping to create some highly sharable additional content. Examples could include:

- A regular blog that highlights the themes in Thrive
- A series of 'behind the scenes' photos/videos
- 'Rehearsal diaries'
- Time lapse set build
- Like and Share – Ask people to 'Like' and 'Share' the event on social media, then pick out a winner at random to receive 2 free tickets to the show.

Encourage people to 'Like' and 'Check in' at the venue on social media once they have arrived at the venue. All those who do will be put into a prize draw.

- Promote the soundtrack online. This is written by Joel Atkins and will be available online and can be bought, streamed and shared from our website www.zesttheatre.com/thrive from September.

And don't forget to tag us in all of your posts!

SOCIAL MEDIA: HOW TO GUIDE

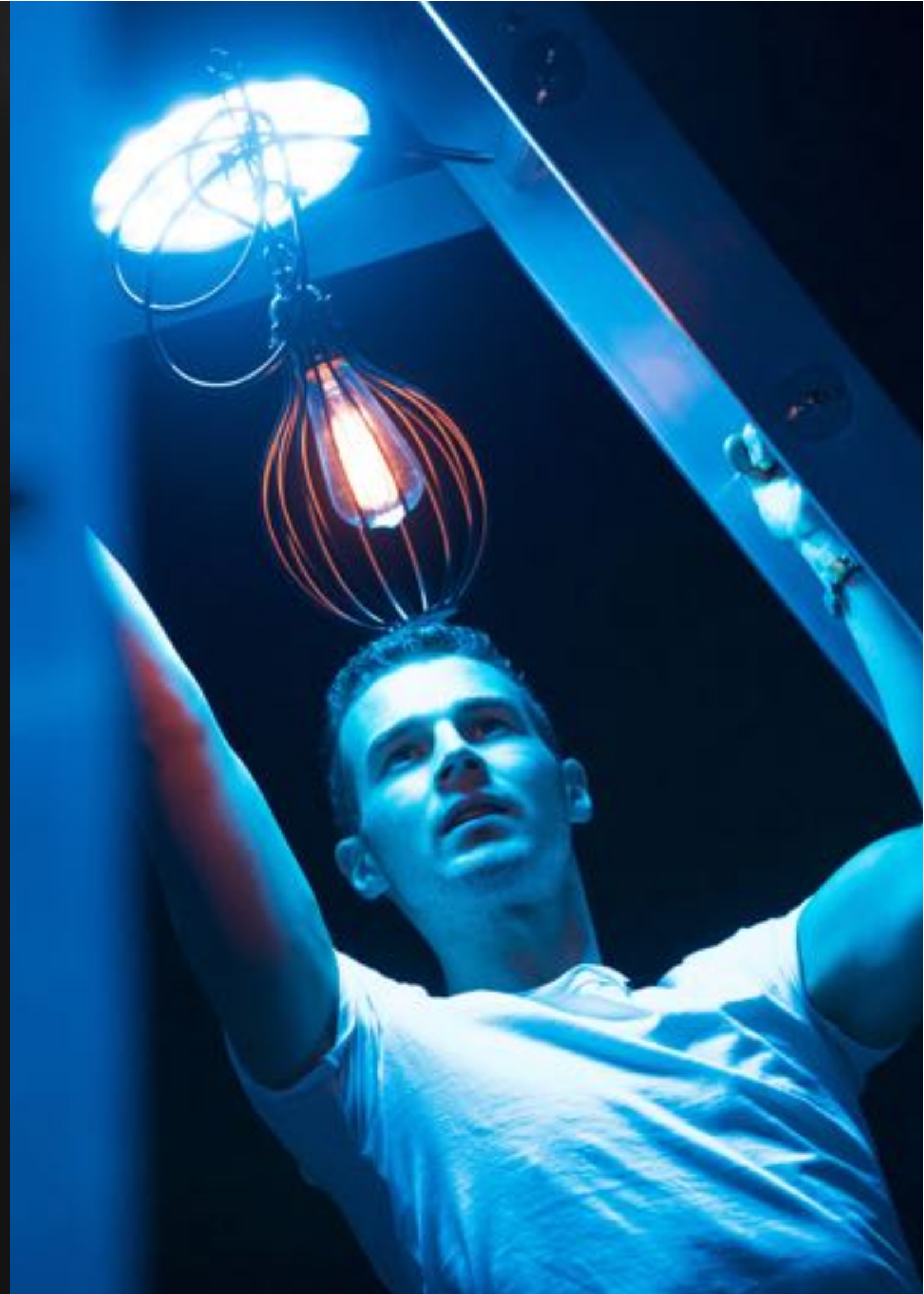
Zests research shows that a well planned social media presence is essential to reaching the Thrive demographic. Below are suggestions for getting your posts seen by the right people and optimising your reach.

EXTEND YOUR NETWORK

- If young people don't already follow your social media accounts, they won't actually see anything you share.
- Build up a network of followers that have access to young people. This could be local schools, youth groups, community groups etc. or even a local celebrity/public figure that might have a big youth following.
- On Facebook you can pay to boost your followers by age, location etc.

UNDERSTAND YOUR SOCIAL MEDIA ACCOUNTS

- Use tools like Facebook Insights or Twitter Analytics , you can get a better idea of who engages with you most on social media, when they engage, where they are based ect.
- Use a software such as Hootsuite, to schedule posts for future publication. This is great if you are part of a small team, or aren't always desk based, as you can set these up at the start of your campaign and then not have to worry about them.
- Facebook also offers the option to boost your post for as little as £3. You can choose who sees your post by age range, location radius, gender and interests.



SOCIAL MEDIA: HOW TO GUIDE

VARY YOUR CONTENT

- This will help keep people interested in the project. If you are constantly posting the same few stock images, people will eventually get bored and stop engaging with your posts.
- Share things in the local media that reflect or relate to Thrive, using the Thrive hashtag to link it back to the show.

USE MULTIPLE PLATFORMS

34% of young people recently agreed that the best way to promote events to them was via Facebook, however, the more platforms you have, the better!

Facebook

Instagram

Twitter

You Tube

Snap Chat

Flickr

And any more!

FACEBOOK LIVE

Facebook Live lets you do live broadcasts that stream to your followers. Every person that follows you then gets a notification to say you are broadcasting live at that time. It also allows you to talk directly with your audience in real time. For example, they could submit a question during your broadcast which you then answer in the video!

BE CONSISTENT

- A few hurried tweets in the days prior to the show is too little too late to make a difference to sales. Plan for at least 2 or 3 posts a week at the beginning of your campaign, and ramp these up in the run up to the production.

KEEP IT PERSONAL

- Theatre is all about people, so keep a sense of fun and personality in your campaign. People will feel more of a connection to you and don't just see you as a faceless place trying to improve your sales. Some of these posts could include:
 - Picture of someone hanging a Thrive poster in the foyer
 - Selfies with the cast
 - Box of promo material being opened by an excited worker
 - A daily tweet on what makes each of the staff members thrive! (this could be a pet, a part of your building they love, the sunshine – you get the idea!)
 - Pictures of 'Thrive' artwork created by your staff using pots of paint and huge rolls of paper – also a great team building activity!
 - A post from your programmer about why they programmed Thrive

SOCIAL MEDIA: HOW TO GUIDE

HASHTAGS AND TAGGING

Use a website like www.ritetag.com to see live updates of most popular hashtags, also, there might be hashtags and accounts specific to your town.

HASHTAGS

#ThrivePlay
#CultureMatters
#YOURTOWNNAME
#MentalHealth
#MHAW16
#Theatre
#FreeEducationPack
#NewWriting
#MyTheatreMatters

TAGS

@Zesttheatre
@TimeToChange
@Rethink_
@ALLOCALSCHOOLSANDYOUTHGROUPNAMES
@tesResources
@ALLOCALRADIOSTATIONNAMES
@youthemakers
@theatre_matters

Essentially, the tags and hashtags you use will be dependant on what's popular in your area, so these are just some suggestions. For best results, use a combination of tags and ask them to Retweet for you!

DON'T FORGET

Put up signs FOH to remind people to Tweet/Facebook ect their thoughts and tag the venue in it.





SAMPLE TWEETS

The following posts are all within the word count for Twitter, with room for you to add a link to the show on your website. They should also be used on Facebook and other platforms.

“Delve inside the hearts and minds of 3 teenagers affected by trauma”

“A life affirming look at how 3 teenagers cope when pushed to the edge of what they thought they could bear”

“Exploring the complex world of grief, trauma and growth through spoken word and movement”

“Exploring themes of grief and trauma sensitively and intelligently inside a visually stunning set”

“They didn’t go looking for suffering, but suffering found them. How would you cope if it was you?”

“Follow 3 young people as their world gets turned upside down. Can they accept, move on and even Thrive?”

SAMPLE TWEETS

“An honest, bold and life affirming look at finding hope in the face of adversity”

“Created especially for young people, inspired by their stories and developed with Psychologists”

“Raw, real, and funny, Thrive follows 3 teens as they deal with their grief in different ways”

“Journey alongside Raph, Ollie and Ashleigh as they try to move on with life after death”

“Follow 3 young people as their world gets turned upside down. Can they accept, move on and even Thrive?”

“An honest, bold and life affirming look at finding hope in the face of adversity”

“Created especially for young people, inspired by their stories and developed with Psychologists”

“Raw, real, and funny, Thrive follows 3 teens as they deal with their grief in different ways”

“Journey alongside Raph, Ollie and Ashleigh as they try to move on with life after death”





THRIVE TOUR DATES

Tue 21 Feb The Woodville GRAVESEND	Fri 3 March The Point EASTLEIGH
Wed 22 Feb Stratford Circus LONDON	Sat 4 March The Old Market BRIGHTON
Thur 23 Feb Mill Arts Centre BANBURY	Tue 7 March Harlow Playhouse HARLOW
Fri 24 Feb West End Centre ALDERSHOT	Thur 9 March The Garage NORWICH
Sat 25 Feb The Hat Factory LUTON	Fri 10 March Dorchester Arts DORCHESTER
Mon 27 Feb The Marlowe CANTERBURY	Sat 11 March The Cornerstone DIDCOT
Tue 28 Feb Marina Theatre LOWESTOFT	Tues 14 March The Hive SHREWSBURY
Thur 2 March Farnham Maltings FARNHAM	Fri 17 March Bridge House Theatre WARWICK



www.zesttheatre.com